

WHAT IS CLAIMED IS:

1. Retroreflective sheeting comprising a retroreflective base having a smooth surface layer on the light-incident side thereof and a fluorine-containing resin film having a total light transmittance of 80% or more which is provided on said smooth surface layer via an adhesive layer, wherein a printed layer made of discontinuous printed parts is provided between said fluorine-containing resin film and said adhesive layer.
2. The retroreflective sheeting according to claim 1, wherein said printed layer is formed of a printing ink composition comprising at least one binder resin selected from the group consisting of fluorine-containing resins, acrylic resins, polyester resins, urethane resins, and vinyl chloride resins.
3. The retroreflective sheeting according to claim 1, wherein said printed layer is a layer of a repetitive pattern made up of printed parts comprising a unit pattern which are isolated from one another.
4. The retroreflective sheeting according to claim 3, wherein maximum printed length of said unit pattern is 10 mm or smaller.
5. The retroreflective sheeting according to claim 3, wherein the interval of said printed parts is 1 mm or more at the narrowest.
6. The retroreflective sheeting according to claim 1, wherein the total area of said printed layer is 80% or less based on the entire area of said surface layer.
7. The retroreflective sheeting according to claim 1, wherein said fluorine-resin containing film has its side to be in contact with said printed layer treated by a surface treatment so as to have a surface tension of 31 dyne/cm or more.
8. The retroreflective sheeting according to claim 7, wherein said surface treatment is a corona discharge treatment.

9. The retroreflective sheeting according to claim 1, wherein said fluorine-containing resin film has a total light transmittance of 85% or more.

10. The retroreflective sheeting according to claim 1, wherein said fluorine-containing resin film comprises tetrafluoroethylene-ethylene copolymers or polyvinylidene fluoride.

5 11. The retroreflective sheeting according to claim 10, wherein said tetrafluoroethylene-ethylene copolymers have a tetrafluoroethylene unit content of 15 to 85% by weight.

12. The retroreflective sheeting according to claim 1, wherein said adhesive layer comprises a pressure-sensitive adhesive.